



COMMUNITY SURVEY ON PROPOSED SERVICE REDUCTIONS

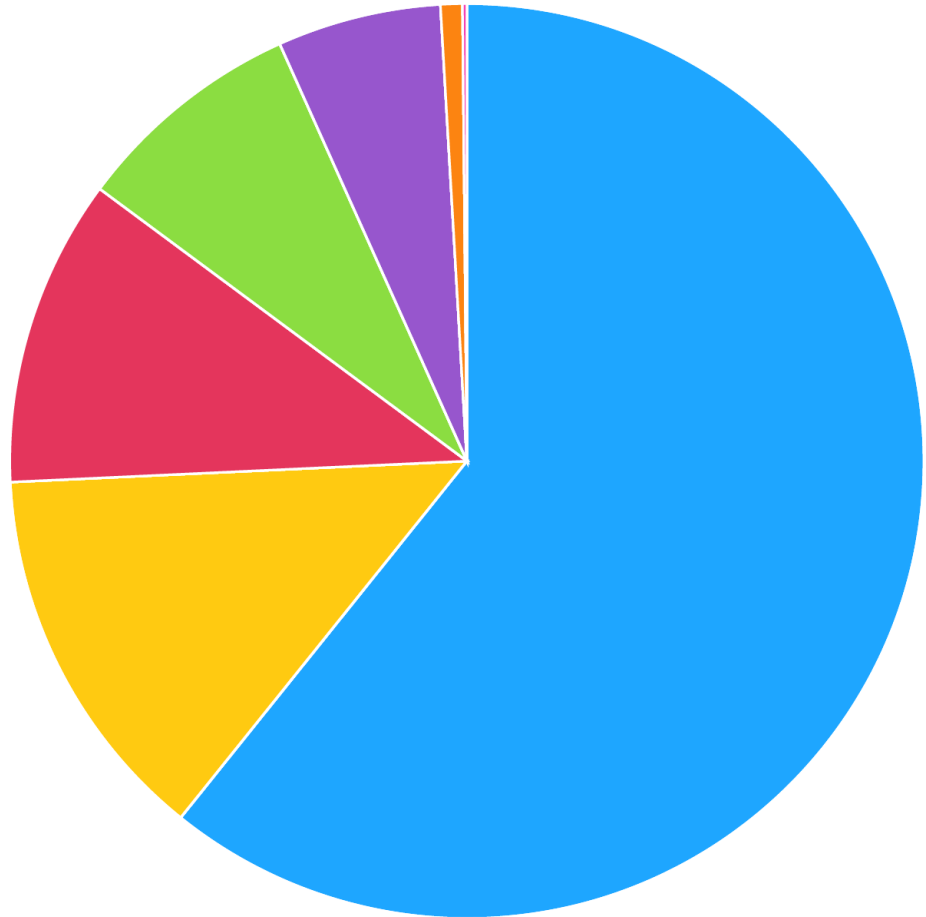
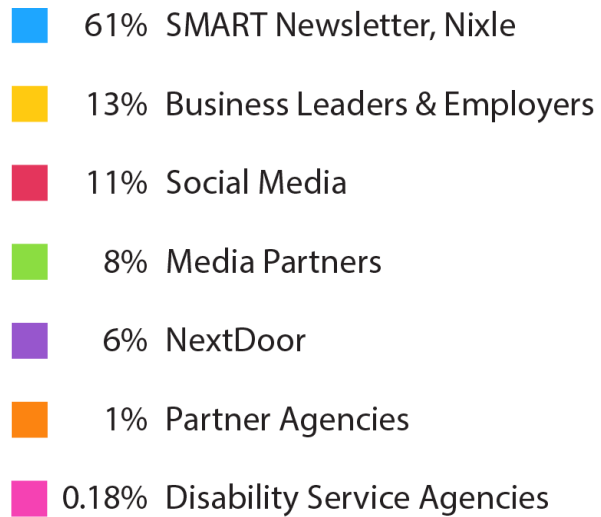
Survey Results

May 18, 2020

Community Survey on Proposed Service Reductions

- Open for 7 days from Monday, May 11 – Sunday, May 17
- Distributed through SMART's communication channels and through 65 public and private agencies
- 3,281 respondents
 - 74% of respondents ride SMART
 - 26% of respondents have never traveled on SMART
- When comparing the responses of SMART riders to those of non-riders, they are remarkably similar

Where responses came from



Distribution of the Community Survey

SMART Channels

Board of Directors	
Citizens Oversight Committee	
Newsletter	9,912
Facebook	11,600
Twitter	4,102
Nixle	5,852
Website	280
NextDoor	204,469
Media Contacts	156

Local Jurisdictions

County of Marin
County of Sonoma
City of Cloverdale
City of Healdsburg
Town of Windsor
City of Santa Rosa
City of Rohnert Park
City of Cotati
City of Petaluma
City of Novato
City of San Rafael
City of Larkspur

Transit Organizations

Sonoma County Transit
Santa Rosa City Bus
Petaluma Transit
Marin Transit
Golden Gate Transit

Congestion Management Agencies

Sonoma County Transp. Authority
Transportation Authority of Marin

Bicycle Coalitions

Sonoma County Bicycle Coalition
Marin County Bicycle Coalition

Distribution of the Community Survey *(continued)*

Chambers of Commerce

Cloverdale Chamber of Commerce
Healdsburg Chamber of Commerce
Town of Windsor Chamber of Commerce
Santa Rosa Metro Chamber of Commerce
Rohnert Park Chamber of Commerce
Cotati Chamber of Commerce
Petaluma Chamber of Commerce
Novato Chamber of Commerce
San Rafael Chamber of Commerce
Larkspur Chamber of Commerce

Welcome Centers

Santa Rosa Welcome Center
Petaluma Downtown Association & Visitors
Center

Large Employers

Medtronic
Autodesk
BioMarin
Kaiser Permanente
Brayton Purcell LLP

Rotary Clubs

Rotary Club of Rohnert Park Cotati
Sebastopol Sunrise Rotary Club
Petaluma Rotary Club
Rotary Club of Petaluma Sunrise
Rotary Club of Santa Rosa
Rotary Club of Santa Rosa East
Santa Rosa Rotary Club
Healdsburg Rotary Club
Novato Sunrise Rotary
Rotary Club of San Rafael

Distribution of the Community Survey *(continued)*

Disability Service Centers

Disability Services & Legal Center
Earle Baum Center for the Blind
Guide Dogs for the Blind
Canine Companions for Independence
Becoming Independent

Education

Sonoma County Office of Education
Marin County Office of Education
Santa Rosa Junior College
Sonoma State University
College of Marin
Dominican University

League of Women Voters

Marin Chapter of the LWV
Sonoma County Chapter of the LWV

Union Organizations

North Bay Labor Council (*Marin and Sonoma*)
SEIU 1021
Marin Professional Firefighters Association
Marin Association of Public Employees

On Eliminating WiFi

- 90% said eliminating WiFi would NOT factor in decision to ride
- 62% would use their own data plan
- 30% would create a personal hotspot
- 6% said data limits would prevent them from accessing internet

On paying a fee for WiFi service:

- 60% are not willing to pay for WiFi service
- 28% are willing to pay a \$1 - \$2 fee per use

On Eliminating Weekend Service

- 29% reported they primarily ride on weekdays, and elimination of weekend service **would not** impact them
- 18% of respondents said they ride SMART **only** on weekends
- 28% said they were likely to ride SMART **less** if weekend service were cut
- View comments received regarding the [Elimination of Weekend Service](#)
- With the arrival of spring and summer many respondents anticipated riding SMART more frequently, noting the connection to the Larkspur Ferry
- Many wanted later PM weekend service and fewer mid-afternoon trips
- Many suggested eliminating only one day on weekends for example: offer a Saturday-only service, or
- Offering a reduced level of weekend service

On Reducing Weekday Service

- 36% of respondents **ride primarily on weekdays**
- 42% of respondents found the weekday schedule to be acceptable
- View comments received regarding [Weekday Service Reductions](#)
- Respondents frequently cited the need for:
 - Earlier AM trains for **both** southbound & northbound commutes
 - Later PM trains for **both** southbound & northbound commutes
 - School commuters wanted to see earlier AM trains and later PM trains
 - Maintaining a schedule that is synced with the Larkspur Ferry

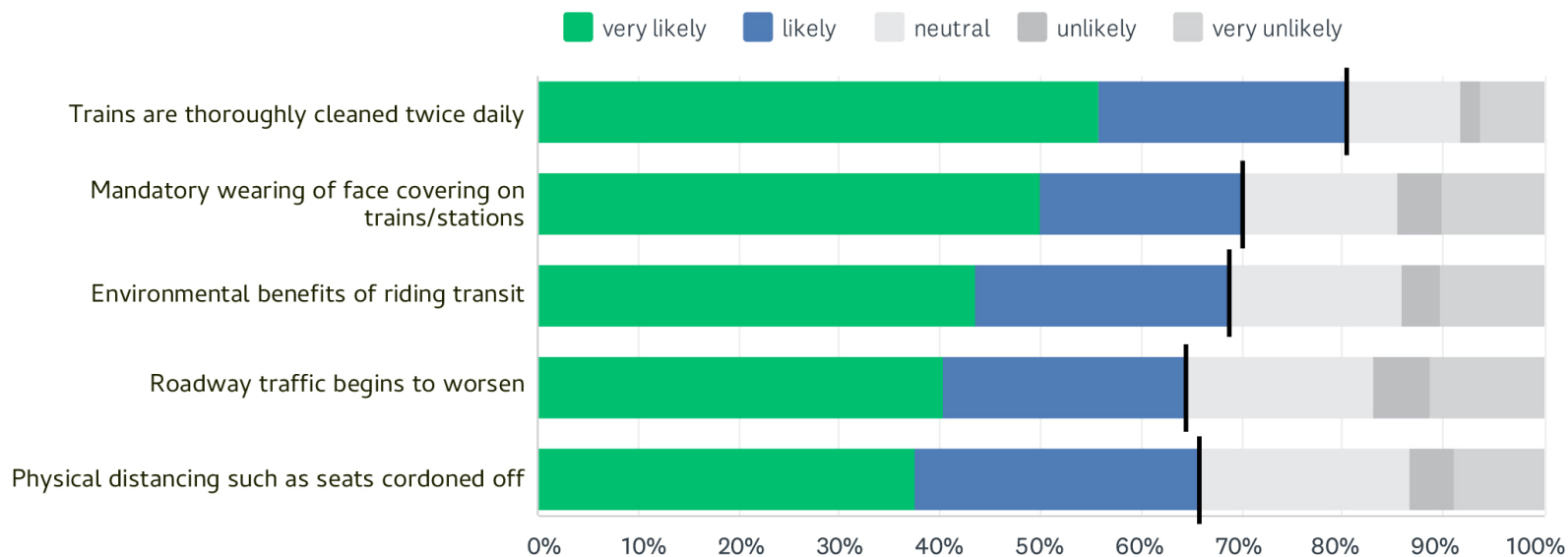
Rider frequency before shelter in place orders

Survey respondents said that before the shelter in place orders

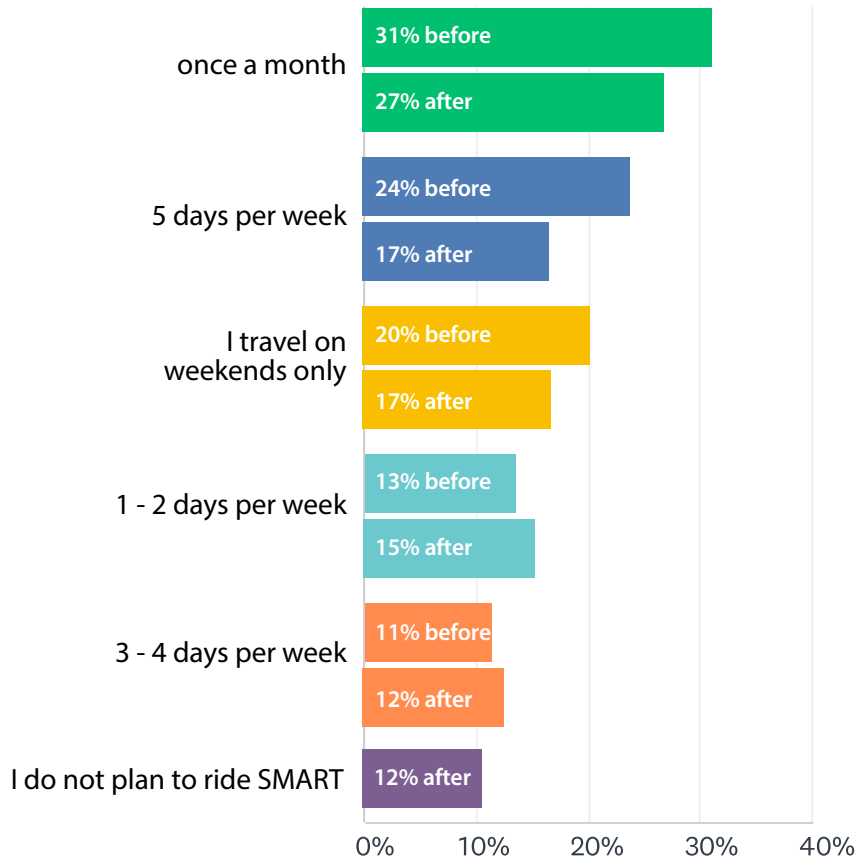
- 36% rode on weekdays
- 26% have never traveled on SMART
- 23% were occasional riders, traveling only once a month
- 15% ride SMART **ONLY on weekends**, 25% of this sub-group travel on a monthly frequency for leisure purposes

Top 3 factors SMART riders are considering when deciding to ride the train

- 81% - knowing the trains are thoroughly cleaned twice daily
- 70% - mandatory wearing of face covering on trains/stations
- 68% - environmental benefits of riding transit



Comparison of Travel Frequency for SMART Riders Only - Before and After Shelter in Place



ANSWER CHOICES	BEFORE	AFTER	CHANGE
once a month	31%	27%	- 4%
5 - 7 days per week	24%	17%	- 7%
travel on weekends only	20%	17%	- 3%
1 - 2 days per week	13%	15%	+ 2%
3 - 4 days per week	11%	12%	+ 1%
I do not plan to ride SMART	0%	12%	+12%

Possible Impacts

- SMART will lose ridership **if weekend service is eliminated**
17% of survey respondents said they anticipate **ONLY** riding on weekends after shelter in place orders ease

Additionally:

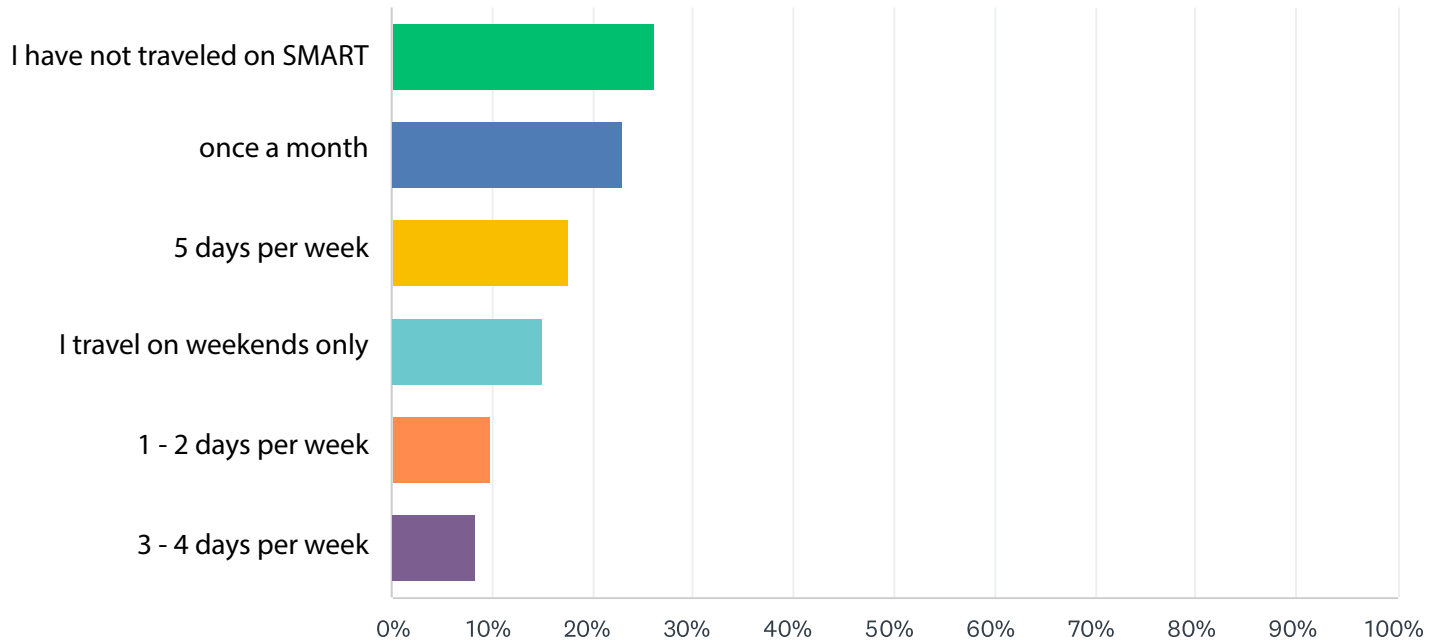
- 12% of respondents **do not** anticipate returning to riding SMART as shelter in place orders ease
- 22% of respondents are continuing to telecommute
- 15% are uncertain about their employment status
- uncertainty about whether schools will be online this Fall
- concerns about the spread of the coronavirus

Summary

- 90% of respondents are amenable to the elimination of free onboard WiFi
- Elimination of Weekend service will result in a loss of leisure/recreational riders
- With the arrival of spring and summer many respondents expressed a desire to ride SMART for weekend leisure trips to San Francisco
- The proposed Weekday service reductions are acceptable to commuters **IF** there is
 1. earlier AM service
 2. later PM service
 3. and the schedule is coordinated with the Ferry to allow for commutes to San Francisco

The following pages are the
complete survey results

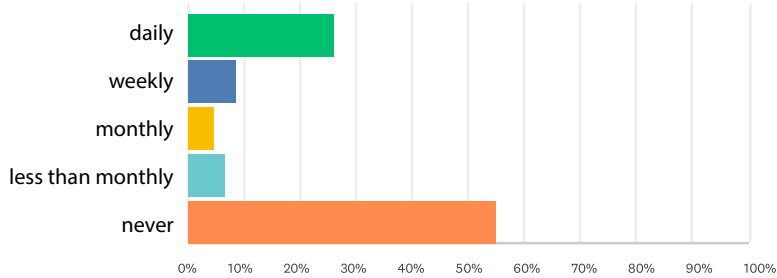
Before the COVID-19 shelter in place, how often did you ride SMART? Check all that apply



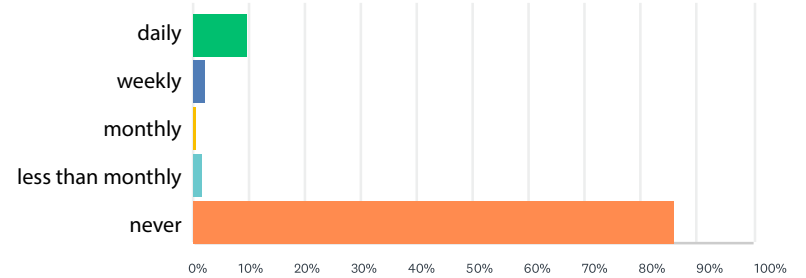
ANSWER CHOICES	RESPONSES
I have not traveled on SMART	26%
once a month	23%
5 days per week	18%
I travel on weekends only	15%
1 - 2 days per week	10%
3 - 4 days per week	8%

Before the COVID-19 shelter in place, what types of trips did you ride SMART for?

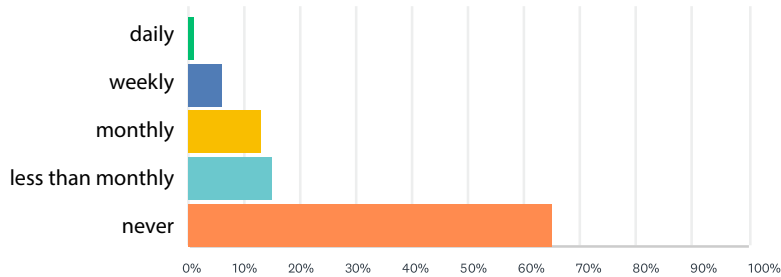
Commute to / from Work



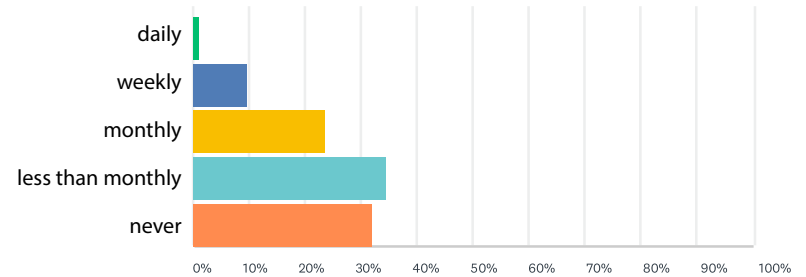
Commute to / from School



Personal Appointments / Errands

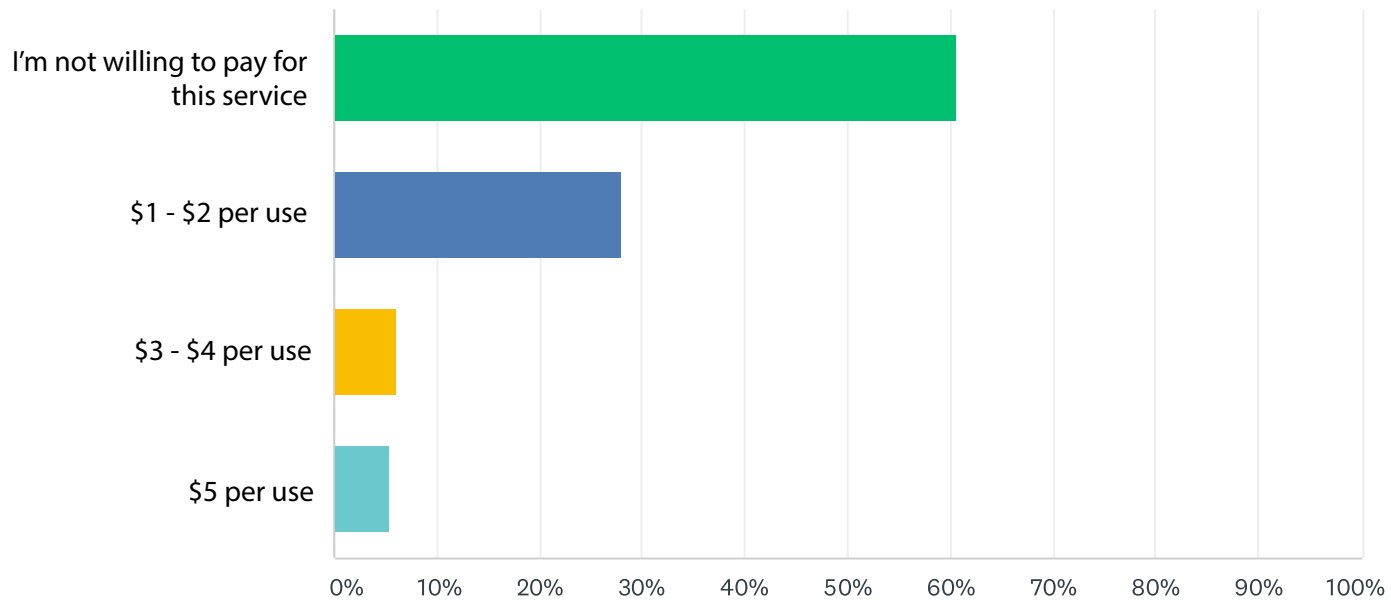


Leisure / Recreation



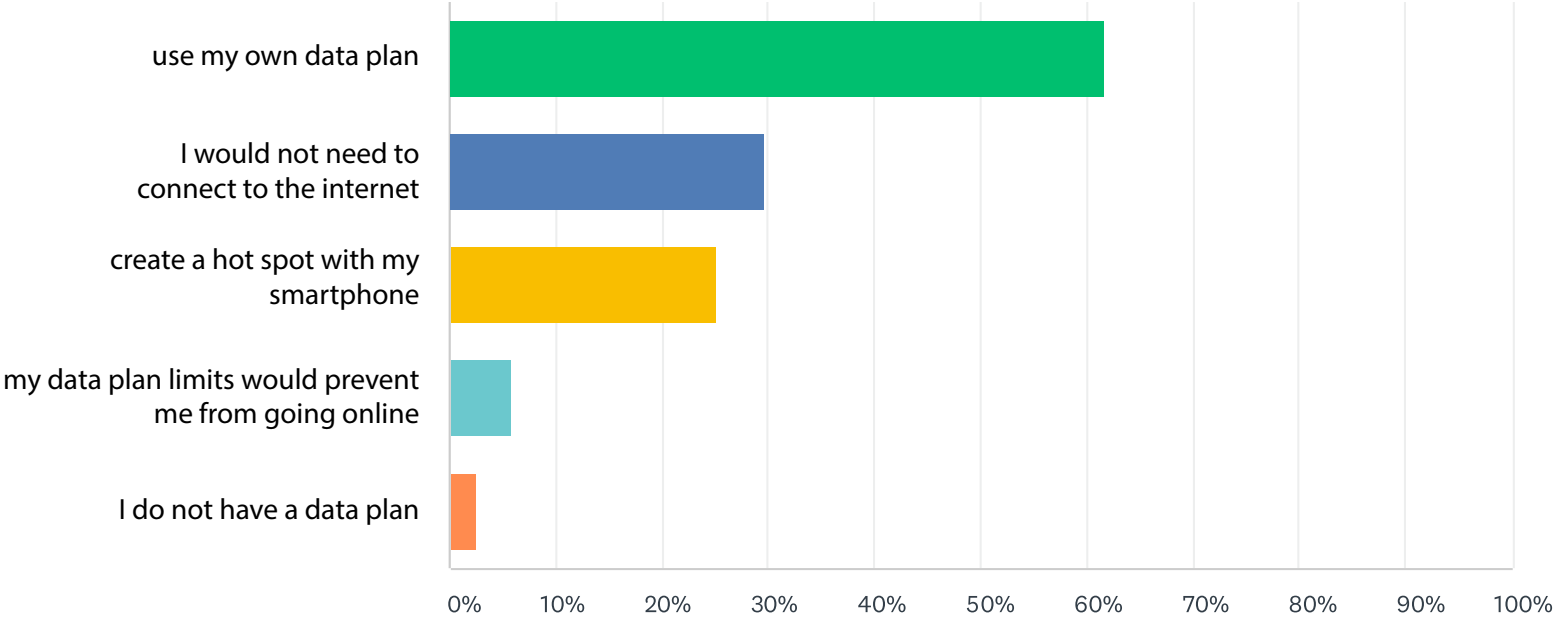
	DAILY	WEEKLY	MONTHLY	LESS THAN MONTHLY	NEVER
commute to/from work	26%	8%	5%	7%	55%
commute to/from school	10%	2%	1%	2%	86%
personal appointments/errands	1%	6%	13%	15%	65%
leisure/recreation	1%	9%	23%	34%	32%

SMART currently offers free WiFi aboard its trains. Eliminating the free WiFi service would reduce costs by \$500K annually. Would you be willing to pay for WiFi service aboard the trains if it were...



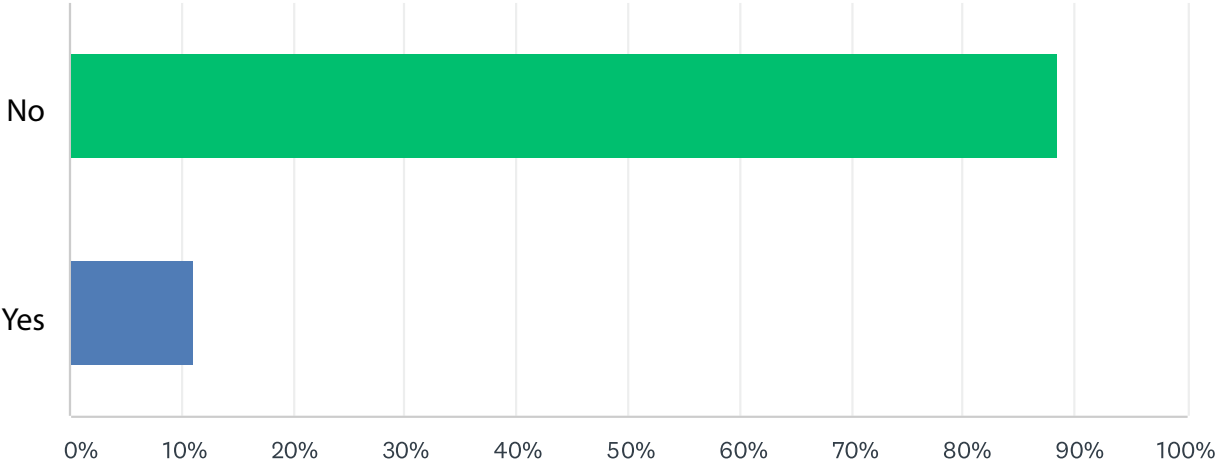
ANSWER CHOICES	RESPONSES
I am not willing to pay for this service	60%
\$1 - \$2 per use	28%
\$3 - \$4 per use	6%
\$5 per use	6%

If free WiFi service were to be eliminated, how would you connect to the internet while aboard the trains?
Check all that apply



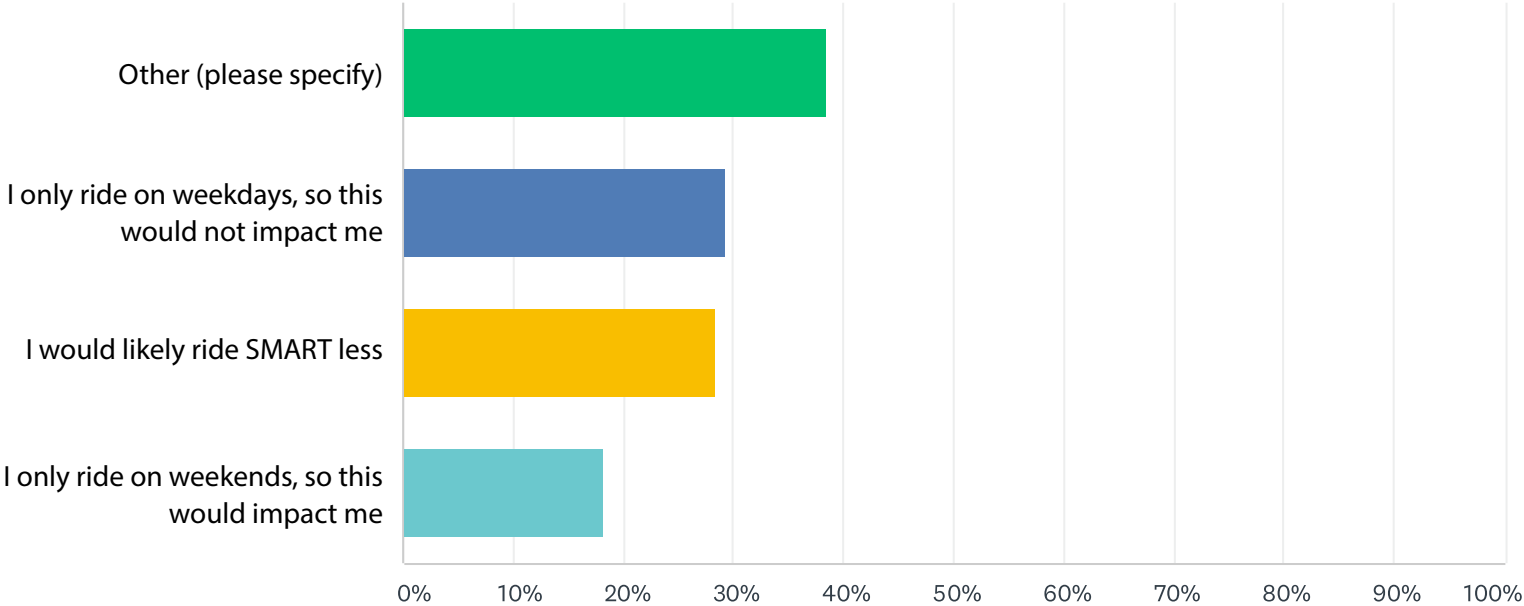
ANSWER CHOICES	RESPONSES
use my own data plan	62%
I would not need to connect to the internet	30%
create a hot spot with my smartphone	25%
my data plan limits would prevent me from going online	6%
I do not have a data plan	3%

If free WiFi service aboard trains were to be eliminated, would this affect your decision to ride SMART?



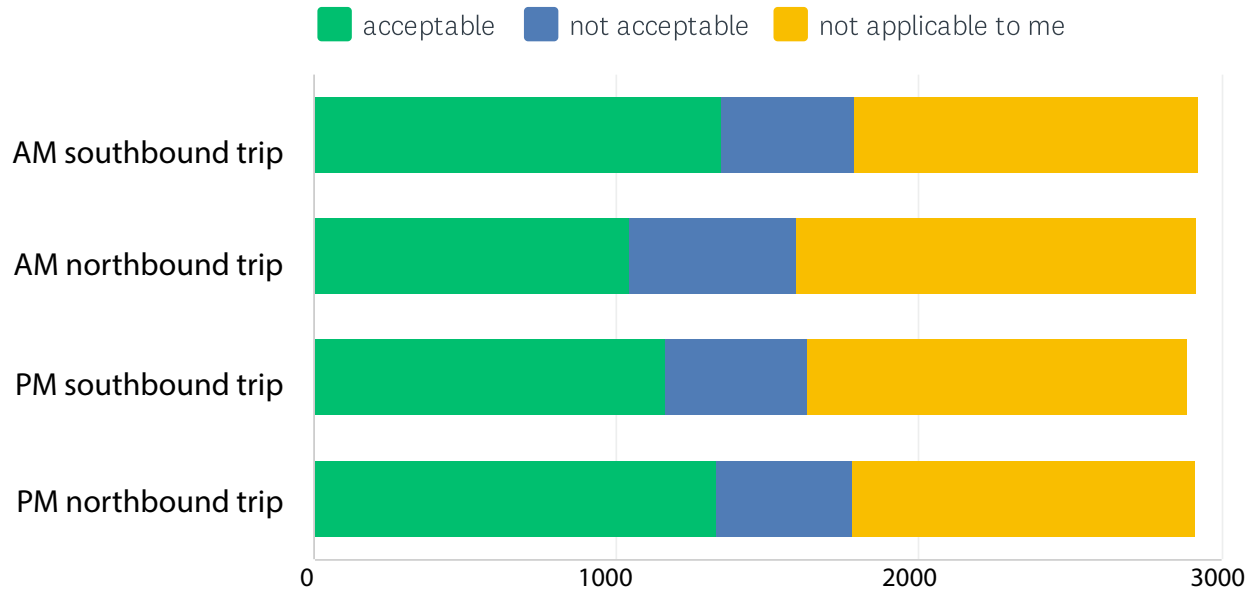
ANSWER CHOICES	RESPONSES
No	89%
Yes	11%

Before the COVID-19 shelter in place, SMART ran 10 trips per day on Saturdays and Sundays. By eliminating all weekend service, SMART would reduce costs by \$2.2 million annually. How would the elimination of weekend service impact your decision to ride SMART? *Check all that apply*



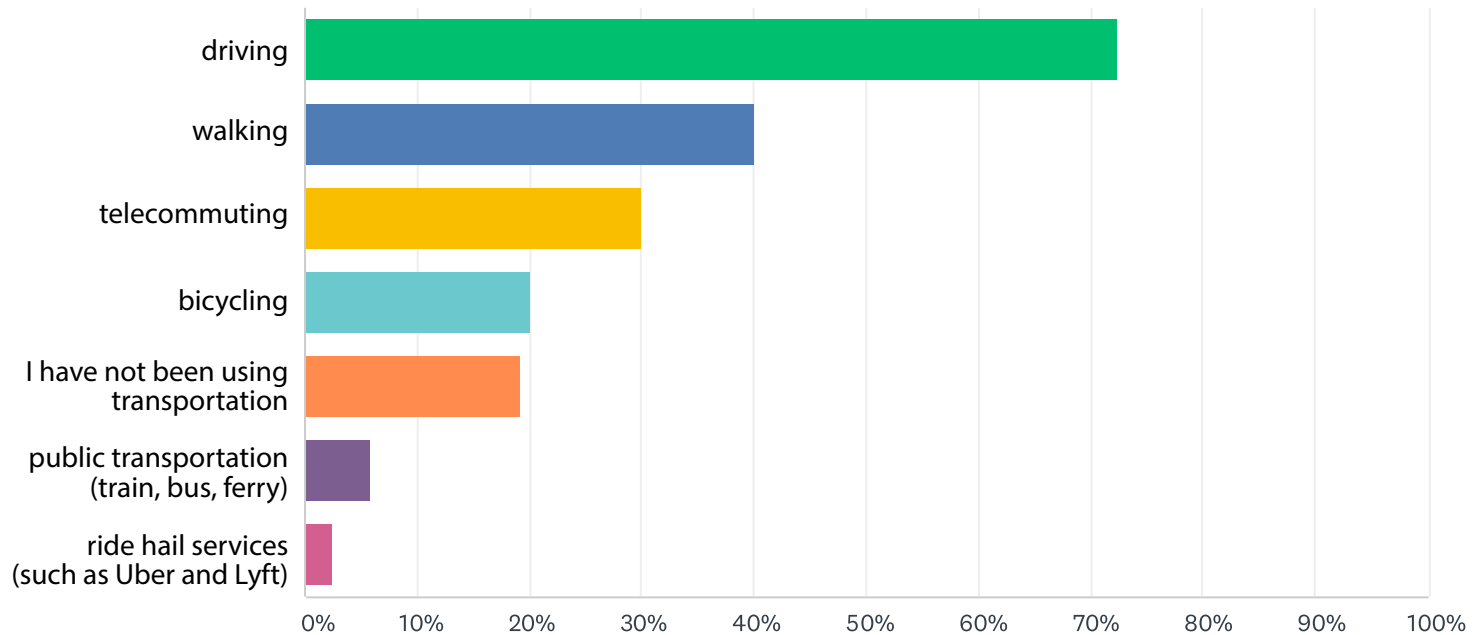
ANSWER CHOICES	RESPONSES
Other (please specify)	39%
I only ride on weekdays, so this would not impact me	29%
I would likely ride SMART less	28%
I only ride on weekends, so this would impact me	18%

Before the COVID-19 shelter in place, SMART ran 38 trips per day, Monday through Friday. By reducing weekday service to 22 trips per day centered on the morning and evening commute and including one midday train, SMART would save \$4.7 million annually. After reviewing the proposed schedule, please tell us how the changes would impact your travel. *Check all that apply*



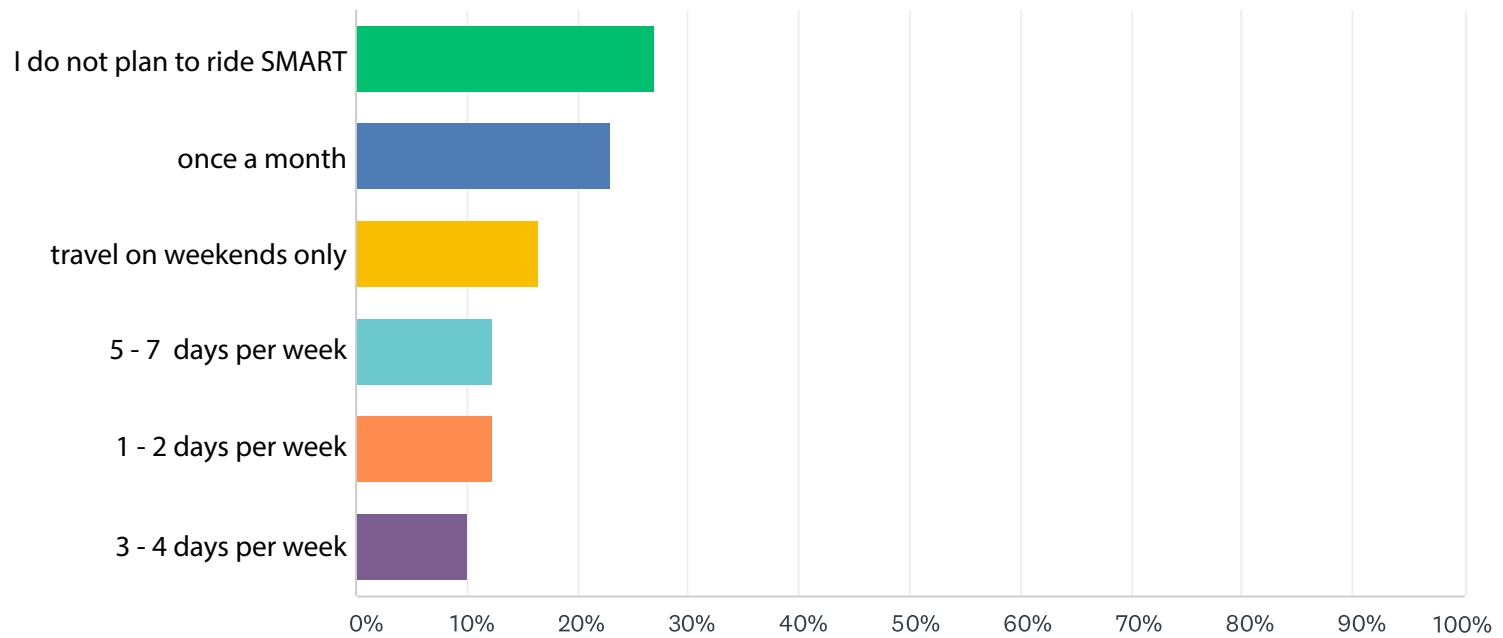
	ACCEPTABLE	NOT ACCEPTABLE	NOT APPLICABLE TO ME
AM southbound trip	46.5% 1,365	15.1% 443	39.3% 1,152
AM northbound trip	36.0% 1,056	19.3% 565	45.6% 1,336
PM southbound trip	40.5% 1,175	16.6% 480	43.7% 1,268
PM northbound trip	46.0% 1,344	15.7% 458	39.2% 1,145

During the COVID-19 shelter in place, how have you been getting around? *Check all that apply*



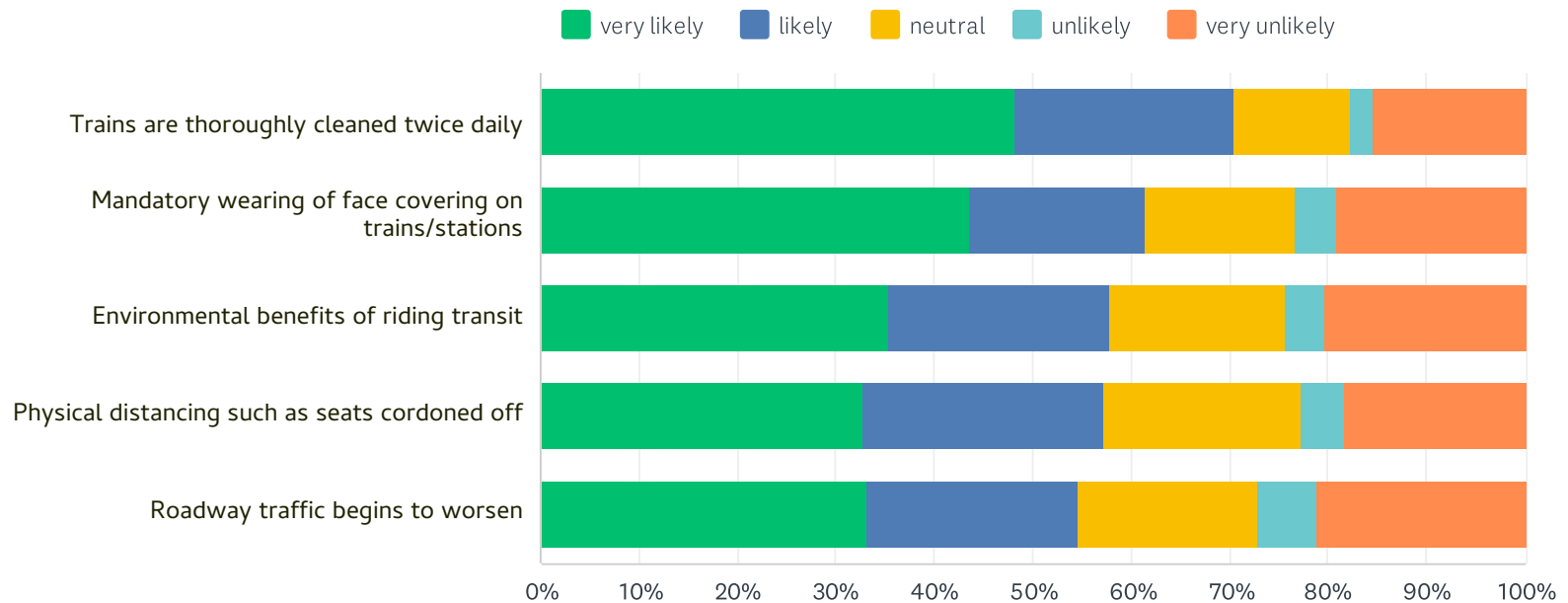
ANSWER CHOICES	RESPONSES
driving	72%
walking	40%
telecommuting	30%
bicycling	20%
I have not been using transportation	19%
public transportation (train, bus, ferry)	6%
ride hail services (such as Uber and Lyft)	3%

As the shelter in place order begins to be eased, how often do you anticipate you will ride SMART?
 Check all that apply



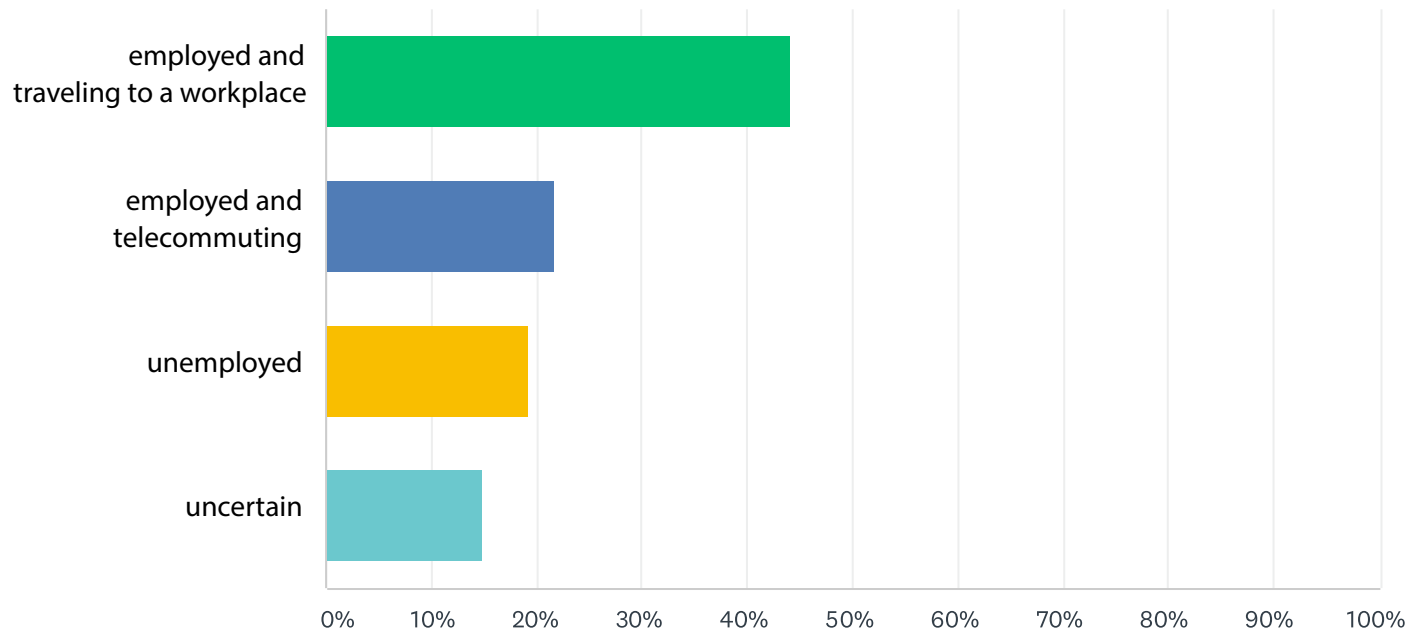
ANSWER CHOICES	RESPONSES
I do not plan to ride SMART	27%
once a month	23%
travel on weekends only	16%
5 - 7 days per week	12%
1 - 2 days per week	12%
3 - 4 days per week	10%

As the shelter in place order begins to be eased, which of the following factors are likely to influence how often you ride SMART?



	VERY LIKELY	LIKELY	NEUTRAL	UNLIKELY	VERY UNLIKELY
knowing the trains are thoroughly cleaned twice daily	48%	23%	12%	2%	15%
mandatory wearing of face covering on trains/stations	44%	18%	15%	4%	19%
environmental benefits of riding transit	36%	25%	18%	4%	20%
physical distancing such as seats cordoned off	33%	21%	20%	4%	18%
roadway traffic begins to worsen	33%	22%	18%	6%	21%

As the shelter in place order begins to be eased, what do you anticipate your employment status be?



ANSWER CHOICES	RESPONSES
employed and traveling to a workplace	44%
employed and telecommuting	22%
unemployed	19%
uncertain	15%